

# Active Marketing Strategies Driving Organic Buying Behaviour in EU Supermarkets

## Problem

Limited consumer demand for organic products challenges the EU's goal of increasing organic farming to 25% of agricultural land by 2030.

## Solution

Active marketing strategies such as information labels, nudges, product assortment changes and brand strategies can effectively raise demand for organic products in supermarkets.

## Benefits

Promotes consumer awareness and demand for organic products, aligns with EU sustainability goals, provides guide for scaling organic market growth.

## Practical recommendations

The following marketing strategies were found useful in increasing the demand for organic products:

### Use of information labels:

- In addition to labelling organic products with the well-known EU organic label, the introduction of a prospective EU climate label could positively influence consumer demand for organic products. However, further research is needed to determine whether this climate label enhances the value proposition of organic products.

### Use of nudging:

- Retailers can label organic products as "Popular Choice" or "Bestseller", leveraging social norms to encourage consumers to change their organic buying behaviour.

### Use of assortment changes:

- Expanding the assortment of organic products relative to conventional ones may be used to effectively increase demand for organic products.

### Use of brand strategy:

- The introduction of premium-oriented private label brands for organic products effectively drives organic product demand, presenting a potentially impactful alternative to both conventional budget-oriented private labels and premium brands.

## Applicability box

### Theme

Marketing and agricultural trade  
Standards, regulations and certification

**Keywords:** Marketing strategies, Assortment changes, Organic buying behaviour

### Context

Tested across Denmark, Italy, Germany, and Romania, representing diverse EU consumer preferences and varying cultural contexts.

### Period of impact

Short- to long-term (e.g., behavioural shifts may occur immediately, with potential for sustained impacts if strategies are reinforced).

### Best in

Retail environments (e.g., convenience stores)



## Further information

### Further reading

- [D4.1 Report on Assortment Change and Active Marketing Effects on Demand Patterns](#)

## About this practice abstract and the OrganicTargets4EU project

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Fuglesangs Allé 4, DK-8210, Aarhus V  
<https://mgmt.au.dk/mapp>

**Author:** Darius-Aurel Frank, Sigrid Østergaard, John Thøgersen, Jessica Aschemann-Witzel

**Contact:** [mapp@au.dk](mailto:mapp@au.dk)



**Review:** Susanne Padel OPBRC (Organic Policy, Business and Research Consultancy), Boglarka Bozsogi (IFOAM EU)

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